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Research Report

Quality of the Visitor
Experience 2014

Hamsterley



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Natural Resources Wales /
Forestry Commission England

Prepared by:
Beaufort Research



**Cyfoeth
Naturiol**
Cymru
**Natural
Resources**
Wales



Forestry Commission
England

Contact Details

Agency contact: Sarah McDonough

Project: B01326-2

Date: March 2015

Beaufort Research

2 Museum Place

Cardiff

CF10 3BG

Tel: (029) 2037 8565

Fax: (029) 2037 0600

E-mail: enquiries@beaufortresearch.co.uk

www.beaufortresearch.co.uk

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1. Executive summary

1.1 Quality of Visitor Experience Research

Between 2013 and 2015, Beaufort Research will conduct approximately 9,000 interviews with visitors to forest and woodland sites across England and Wales. In 2014, a total of 2,808 interviews were conducted: 1,654 in England and 1,154 in Wales.

A total of 42 sites will be surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2014, interviews were conducted at 11 high usage sites (7 in England and 4 in Wales) and 3 medium usage sites (all in Wales).

This report summarises the findings from the 234 visitor interviews conducted at Hamsterley in 2014. Throughout the report, comparisons have been made to the previous research conducted in 2010/11, and the all England average (aggregated data from all 7 sites surveyed in 2014).

1.2 Hamsterley Forest

Hamsterley Forest consists of 2000 hectares of mixed woodland lying between the Wear and Tees valleys on the edge of the North Pennines Area of Outstanding Natural Beauty. At Hamsterley there are waymarked walks, cycle hire, cycle routes and horse riding trails, with all levels of fitness and ability are catered for. There is a café / restaurant and a gift shop and visitor centre and play area.

The forest is also a magnet for mountain bikers from all over the North of England, attracted by a wide range of cycling experiences, from the training loop and top quality off-road cycle trails, to the high octane four-cross and downhill mountain bike courses provided by Descend Hamsterley.

1.3 Perceptions of the site

Perceptions of Hamsterley as a place to visit were very positive. This was also true across all England sites on average. Nobody interviewed at Hamsterley in 2014 gave a negative rating of the site, whilst an impressive two thirds said it was excellent (67%). This was a big increase on 2010/11's excellent rating of 40% and is similarly considerably higher than the all England average (43%).

Similarly, ratings of how safe and welcoming Hamsterley was seen to be were very positive; with 50% saying Hamsterley was excellent on this measure. Overall, this rating has remained largely constant over time and is in line with the all England average.

When asked whether they would be likely to recommend Hamsterley as a place to visit to a friend or relative (using a score of 0-10), scores for Hamsterley and all England sites generally were extremely positive: only 3% gave a rating of less than 8/10 for Hamsterley, and an extremely impressive 78% gave it full marks – 10 out of 10. Overall, Hamsterley's mean score was 9.6 out of 10, a small improvement on 2010/11 and the all England average for 2014, of 9.4.

1.4 Strengths of the site

No single aspect of Hamsterley stood out as favourite. Around a quarter to a third of visitors mentioned the peace, tranquillity, relaxation (36%); the walks, paths and trails (29%); scenery, views, beautiful, natural (29%); fresh air, being outside (24%); cycle trails, freedom/opportunity to cycle (23%) and safe environment generally (22%). These were generally mentioned by fewer visitors in 2014, than 2010/11.

The proportion who said their favourite feature at Hamsterley was the children's activities had also lessened since 2010/11, mentioned by 17% in 2014 compared with 27% three years before.

1.5 Areas for improvement

Over half of visitors to Hamsterley could not think of anything that would add to their enjoyment and only made positive comments (52%), which is higher than the all England average of 44%.

Most suggestions to improve the site were therefore made by relatively small numbers of visitors. The main suggestion was to improve signage and maps, mentioned by 10% of visitors. This was followed by requests for more trails, paths and cycle tracks (8%) and a more litter bins (8%).

1.6 Visitor profile

In 2014 over a quarter (26%) of visitors to Hamsterley were first-time visitors whilst almost three quarters had been before (74%). This is identical to the all England average. In 2010/11, the vast majority of visitors said they had been before (92%).

Almost all Hamsterley visitors were on a day trip (98%) with very few staying over (2%). Typically across England sites, around 84% of visitors were on day trips whilst 16% were staying over.

Group size was 3.8 on average, with over half visiting with children (57%).

The profile of visitors to Hamsterley was largely in line with that of the visitors to all the England sites, although were slightly more likely to be male at Hamsterley, younger than average and more likely to be working full time.

The gender profile was slightly skewed towards males, with 55% of visitors being men and 45% being women, compared with 48% and 52% on average.

Visitors tended to be a little younger than average, with 71% aged under 45 and 29% over 45, which compares with 61% and 39% across all England sites. There were half as many 65+ visitors at Hamsterley than average; 4% vs 8%.

In line with the younger age profile at Hamsterley, visitors were more likely to be working full time than average: 74% vs. 39% across all England sites.

As with all England sites, Hamsterley visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 71%), than C2DE (skilled and unskilled manual workers and the unemployed = 29%).

A little over half (56%) of Hamsterley visitors had children in the household, which was very similar to the all England figure (54%).

All visitors to Hamsterley were white British / Welsh / Irish (100%) which again is in line with the all England data although typically there is a little more variation, with around 3% of visitors on average describing themselves as 'White other' and 1% as Black / Asian.

2. Introduction

2.1 Background

The woodland estate managed by Natural Resources Wales (NRW) and Forestry Commission England (FCE) covers some 105,000 hectares and 256,000 hectares respectively. NRW also manages a number of National Nature Reserves (NNRs) across Wales.

Each year in Wales, around 4 million visits are made to the woodland estate including 0.5 million to sites with visitor centres with a further 3 million visits made to NNRs. In England, around 40 million visits are made to the estate each year, including 3 million to sites with visitor centres.

The use and enjoyment of woodlands and green-space can contribute to physical, mental and emotional well-being of visitors. Well-managed, welcoming green space provides an excellent setting for outdoor recreation such as walking, cycling and horse riding. Regular outdoor exercise lowers rates of obesity, cardiovascular disease, osteoporosis and type-2 diabetes as well as some cancers. It can contribute to a lifelong pattern of healthy living if encouraged amongst the young, and in the elderly it contributes to greater mobility and fewer injuries associated with ageing.

The experience of a natural environment and the opportunity for exercise can assist in treating people with mental health problems, in modifying anti-social behaviour in young children and adolescents, in supporting people dealing with stress and depression, and can also help to improve concentration in the workplace.

The provision of a quality visitor experience will help to encourage both repeat and new visitors. The quality of visitor experience depends not only on the facilities provided at a site (notice boards, playgrounds, toilets, car park, walking trails), but also on the 'sense of welcome' that the woodland provides. This 'sense of welcome' in turn depends both on the maintenance of the woodland (rubbish, dog dirt, brambles, mud) and also the nature of the woodland itself (light & open or dense & dark).

Maintaining or improving the quality of experience at NRW and FCE managed sites is part of a wide-ranging programme of work to encourage the development and promotion of woodland access throughout Wales and England with suitable infrastructure and well managed woodlands that feel safe and welcoming.

NRW and FCE have commissioned a variety of visitor surveys in recent years in relation to the usage of their forests, woodlands and National Nature Reserves. The Quality of the Visitor Experience Survey has been conducted since 2006, but has been run in its current format since 2010. The main aims of the survey are:

- To provide information on the quality of visitor experience at each site
- Use a set of standard questions so that the quality of visitor experience at each site can be scored, benchmarked and tracked over time
- For sites in Wales, also use a set of tailored questions at each site to give information on how the visitor experience at that particular site could be improved.

2.2 Research programme

Between 2013 and 2015, Beaufort Research will conduct approximately 9,000 interviews with visitors to forests, woodlands and National Nature Reserves across England and Wales. In 2014, a total of 2,808 interviews were conducted: 1,654 in England and 1,154 in Wales.

A total of 42 sites will be surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2013, interviews were conducted at 11 high usage sites (7 in England and 4 in Wales) and 3 medium usage sites (all in Wales).

Table 1 below details the sites surveyed in 2014, along with the number of interviews completed at each.

Table 1: Interviewing sites and number of interviews conducted

England		Wales	
Site	No. of interviews	Site	No. of interviews
Bedgebury	236	Alwen (M)	133
Delamere	240	Bwlch y Nant yr Arian (H)	190
Forest of Dean	230	Clocaenog (M)	136
Hamsterley	234	Coed y Brenin (H)	205
High Lodge, Thetford Forest	246	Cors Caron (H)	176
Salcey	239	Crychan (M)	125
Whinlatter	229	Garwnant (H)	189
TOTAL	1,654	TOTAL	1,154

* H = High usage; M = Medium usage

Interviews are conducted face-to-face with visitors who are exiting the site or coming to the end of their visit, with interviewing points situated at key access points.

The core interviewing period ran from March to October 2014. At Hamsterley, interviewing took place between 29th March and 21st September, and a total of 234 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken Hamsterley in 2014, and includes individual sites scores on key visitor measures. Throughout the report, comparisons have been made to the 'All England figures (aggregated results from all 7 sites) and previous findings from the 2010/11 research (where applicable).

Results are presented as rounded percentages (no decimals), which may mean that some percentages do not add up exactly to 100%.

2.4 Data tables

Comprehensive data tables are available separately, and contain the following cross-breaks:

- Home region
- Home nation
- Age
- Ethnicity
- Gender
- Social class
- Group composition
- Ages of children
- Day trip vs. staying visitor
- First time vs. repeat visitor
- Limiting illness
- Quality of experience.

3. Visitor profile information

3.1 Visitor profile

Visitors were asked a number of questions to determine the types of people who were visiting Hamsterley. Table 2 overleaf details the profile of visitors, compared with the profile of visitors to all sites surveyed in England in 2014.

The profile of visitors to Hamsterley was largely in line with that of the visitors to all the England sites, although were slightly more likely to be male at Hamsterley, younger than average and more likely to be working full time.

The gender profile was slightly skewed towards males, with 55% of visitors being men and 45% being women, compared with 48% and 52% on average across all England sites.

Visitors tended to be a little younger than average, with 71% aged under 45 and 29% over 45, which compares with 61% and 39% across all England sites. There were half as many 65+ visitors at Hamsterley than average; 4% vs 8%.

As with all England sites, Hamsterley visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 71%), than C2DE (skilled and unskilled manual workers and the unemployed = 29%).

In line with the younger age profile at Hamsterley, visitors were more likely to be working than average, with 74% working full time, 8% working part time and a further 3% being self-employed. On average across all England sites, 59% worked full time, 17% worked part time and 5% were self employed.

A little over half (56%) of Hamsterley visitors had children in the household, which was very similar to the all England figure (54%).

All visitors to Hamsterley were white British / Welsh / Irish (100%) which again is in line with the all England data although typically around 4% of visitors describe themselves as 'White other' (3%) or Black / Asian (1%) – see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2014

		Hamsterley %	All England %
Gender	Male	55	48
	Female	45	52
Age	16 – 24	6	5
	25 – 34	29	21
	35 – 44	36	35
	45 – 54	15	20
	55 – 64	10	11
	65+	4	8
Social class	AB	29	40
	C1	41	31
	C2	13	18
	DE	16	10
	Refused	-	1
Working status	Full-time employee (30+ hours per week)	74	59
	Part-time employee (<30 hours per week)	8	17
	Self-employed	3	5
	Full-time education	1	2
	Unemployed	<1	1
	Permanently sick / disabled	<1	<1
	Retired	7	10
	Looking after home	6	5
	Other	<1	<1
	Refused	-	<1
Limiting illness	Yes – limited a lot	5	2
	Yes – limited a little	5	4
	No	90	92
	Refused	<1	1
Children in household	Yes	56	54
	No	44	46
	Refused	-	<1
Ethnicity	White – British / Welsh / Irish	100	96
	White – Other	<1	3
	Black / Asian / Mixed	-	1
	Refused	-	<1

Base: All visitors – Hamsterley (234); All England (1,654)

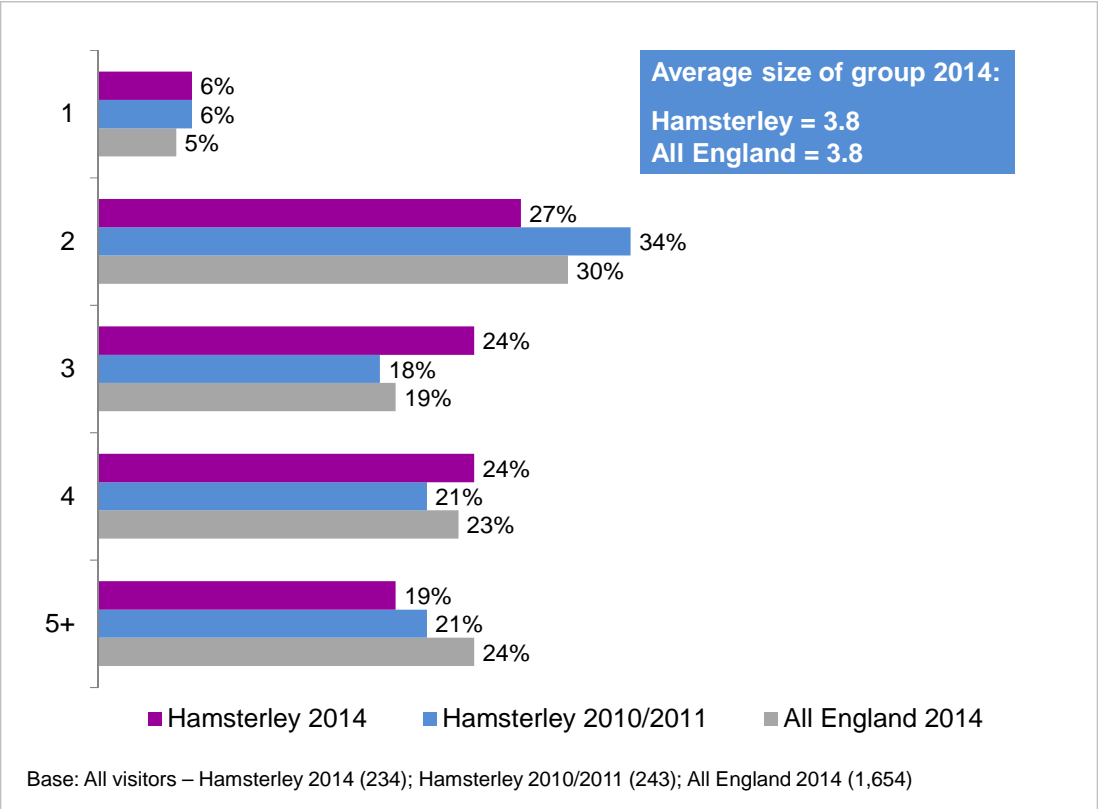
3.2 Group profile

3.2.1 Size of group

Group sizes were at Hamsterley averaged 3.8 people which is the same as the all England average.

Visitors were evenly distributed across group sizes, and followed a similar pattern to 2010/11 and the all England average.

Figure 1: Q1. Total size of the group



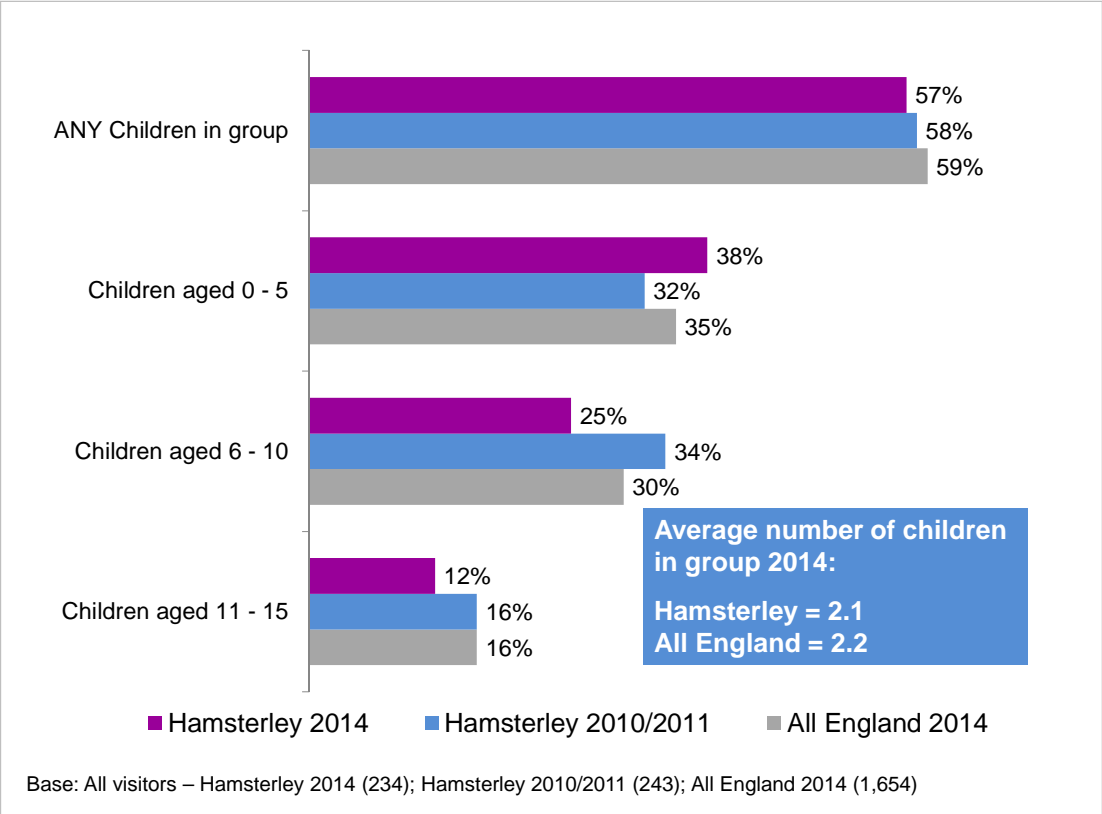
3.2.2 Composition of group

Over half of visitors were in a group with children (57%) which is virtually unchanged since 2010/11 (58%) and remains in line with the all England average (59%).

Younger children were more common than older children at Hamsterley, with 38% of visitors being there with children aged 0-5, whilst 25% were visiting with 6-10 year olds and 12% were visiting with 11-15 year olds. This is a slightly more pronounced skew towards younger children than typically reported across England sites, or as seen in 2010/11, although the pattern is largely similar.

On average, there were 2.1 children in each group, in line with the all England average of 2.2.

Figure 2: Q1. Composition of group



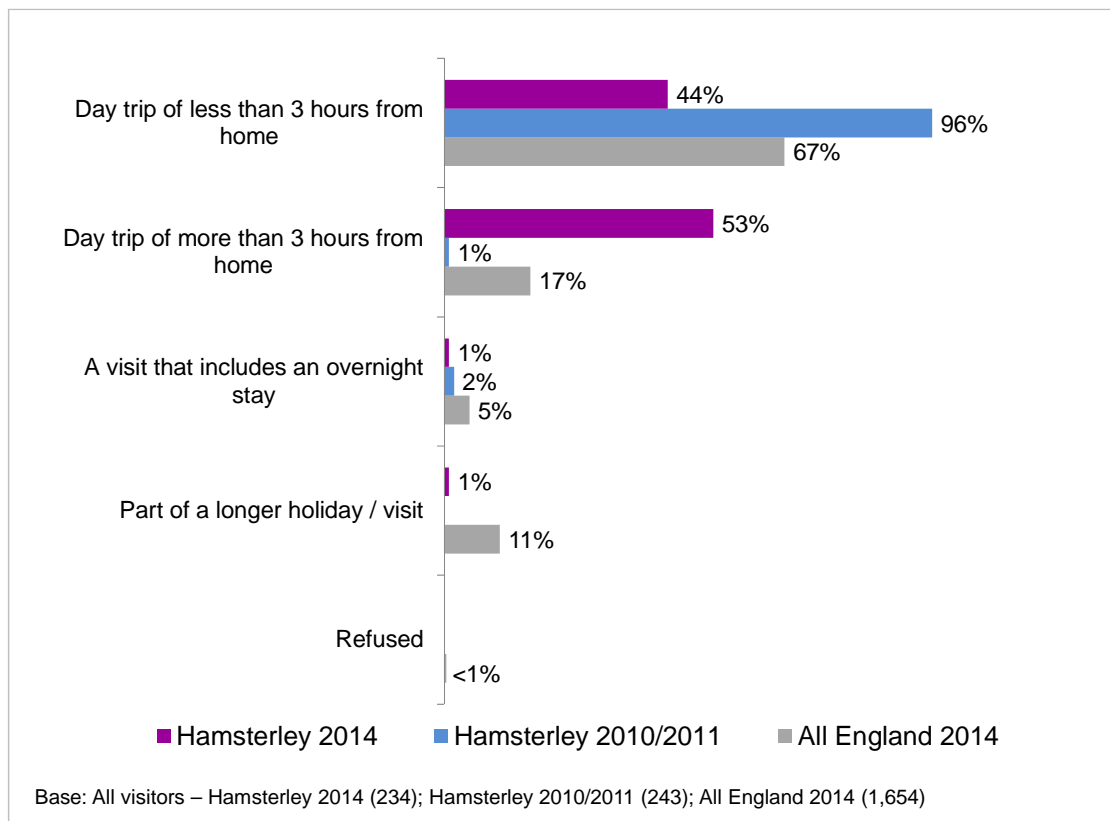
4. Profile of visit

4.1 Type of visit

As also reported in 2010/11, the type of visit taken to Hamsterley was slightly different to the all England average, with almost all visitors on a day trip (98%) and very few staying over (2%). Typically across England sites, around 84% of visitors were on day trips whilst 16% were staying over.

More than half the visitors said they had travelled for more than 3 hours to get to Hamsterley (53%), which is quite different to 2010/11: although a similar proportion were on a day trip, almost all of them (96%) were on a short distance day trip of 3 hours or less from home.

Figure 3: Q2. Type of visit



4.2 Visitor origin

Visitors were asked to provide their postcode in order to determine their area of residence.

All visitors had come from within England, and the majority were from the North East (88%). A few had come from Yorkshire and Humberside (6%) and a handful had travelled from the East Midlands (2%), the North West (1%), the West Midlands (1%), or the South East (1%).

Table 3 below and Figure 4 overleaf provide more details:

Table 3: Q28b. Visitor origin 2014

		Hamsterley %	All England %
Home region	North East England	88	14
	Yorkshire & Humberside	6	3
	North West England	1	21
	West Midlands	1	3
	East Midlands	2	13
	East of England	<1	14
	Greater London	-	1
	South East England	1	19
	South West England	-	9
Home nation	England	100	97
	Wales	-	1
	Rest of UK	-	<1
	Abroad	-	1

Base: All visitors – Hamsterley (234); All England (1,654)

Figure 4: Map of visitor origin for Hamsterley



4.3 Frequency of visits

4.3.1 First-time visitors

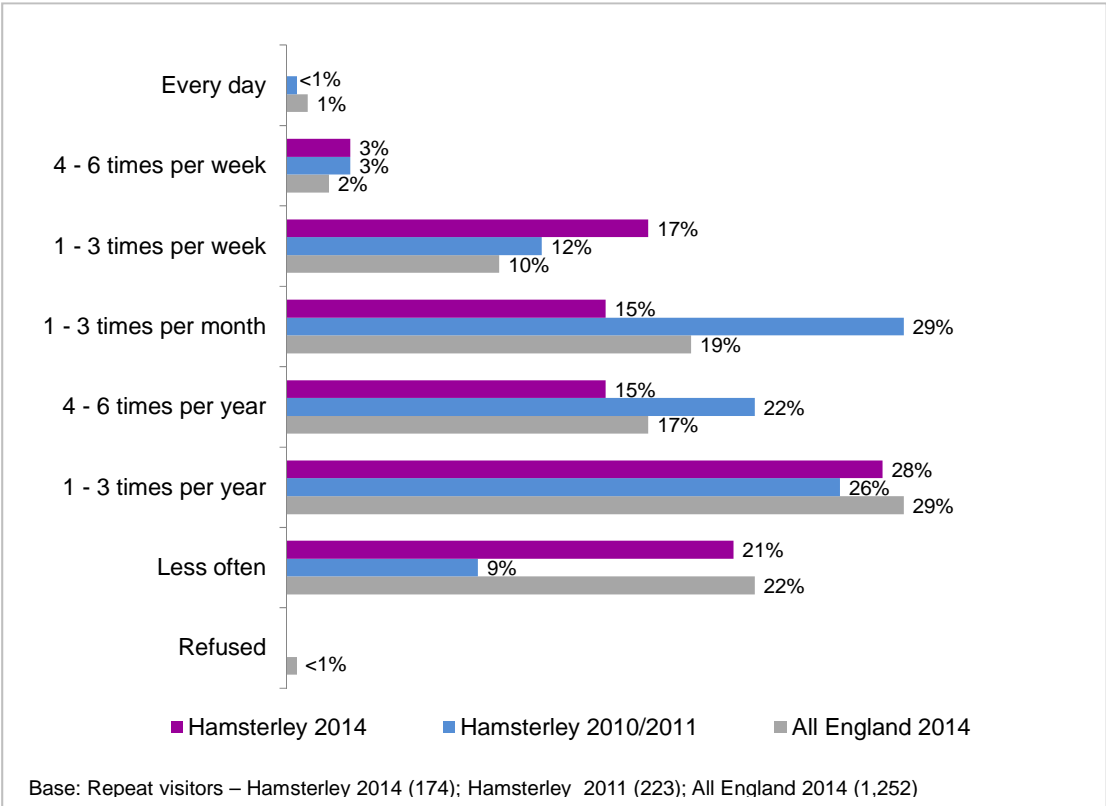
In 2014 over a quarter (26%) of visitors to Hamsterley were first-time visitors whilst almost three quarters had been before (74%). This is identical to the all England average. In 2010/11, the vast majority of visitors said they had been before (92%).

4.3.2 Repeat visitors

Focussing on repeat visitors, most of these were infrequent, visiting less often than once a month (64%), whilst a third visited monthly or more often (35%).

This is very similar to the picture across all England sites where 68% would be classified as infrequent visitors and 32% as frequent visitors. It is, however, a slight decrease in frequency of visiting since 2010/11, when 57% were infrequent visitors and 43% visited at least once a month.

Figure 5: Q3. Frequency of visits (where visited the site before)

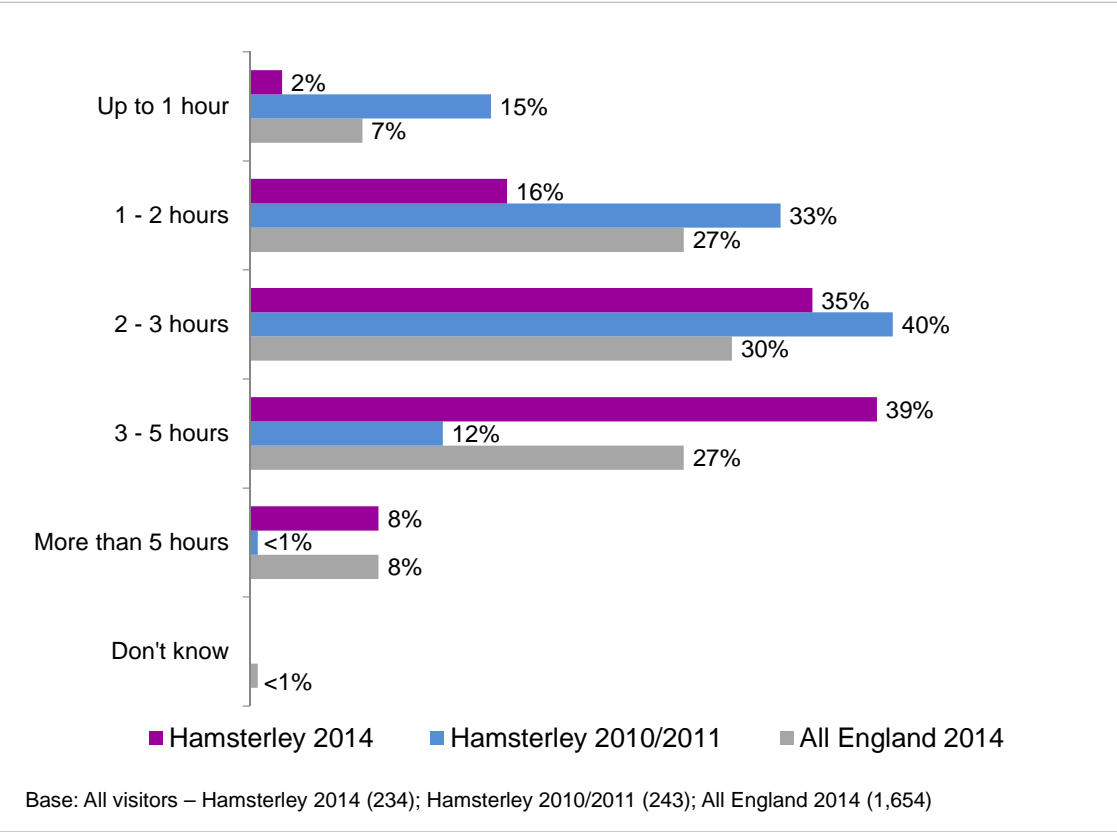


4.4 Length of visit

Visitors to Hamsterley were at the site for over an hour longer than reported in 2010/11, at 3 hours and 10 minutes on average. This was also longer than the average length of stay across all sites in England, which was 2 hours and 48 minutes.

The lengths of time visitors spent at Hamsterley can be seen in Figure 6 below, which shows that more visitors are now spending 3 hours or longer at the site; almost of half of visitors (47%) spent over 3 hours on their visit in 2014, which is over triple the 2010/11 finding (13%).

Figure 6: Q5. Approximate length of time spent at the site during visit



4.5 Activities undertaken

Visitors were presented with a list of activities and asked which ones they themselves, or others in their group, had either taken part in already, or intended to take part in during their visit. They were able to choose as many activities as applicable, and could choose activities of a similar nature (e.g. walking on trails and walking off trails).

Table 4 shows the combined figures for the following:

- Activities that visitors had already taken part in
- Activities that other members of the group had already taken part in
- Activities that visitors and other members of their group intended to take part in before they left the site.

Cycling and walking shared equal popularity at Hamsterley, which is unusual, as typically walking far outweighs cycling at the other sites. However, this has not come about from an increase in cycling at Hamsterley: rather there has been a decrease in walking (down from 64% in 2010/11 to 44% in 2014) whilst cycling has remained constant overall at 42%. More cyclists in 2014 said they were taking part in off-trail cycling than previously (37%), and far fewer were now cycling on trails and tracks (14%).

The most popular activity at Hamsterley was actually using the café / catering facilities, which almost half of visitors had used (48%), double that reported in 2010/11 (23%).

Other popular activities included the Gruffalo Trail (17%) and play area (16%). Around one in ten had used a picnic or BBQ site (9%).

The vast majority of visitors took part in 'active' activities (86%) which is similar to the all England figure (90%) and is more than likely consistent with the 2010/11 research (although wasn't reported then) - see Table 4 overleaf.

Table 4: Q4a/Q4b/Q4c. Activities taken / intend to take by all members of visitor group

	Hamsterley 2014 %	Hamsterley 2010/2011 %	All England 2014 %
Cycling on forest roads, tracks or trails	14	30	17
Cycling off trails or tracks	37	18	18
TOTAL CYCLING	42	41	28
Walking on a sign-posted trail	24	46	47
Walking but not following sign-posts	9	24	17
Dog walking	13	18	16
TOTAL WALKING	44	64	68
Using the café / restaurant / other catering	48	23	58
Gruffalo Trail	17	-	5
Using the play area	16	42	28
Picnic or barbeque	9	19	16
Running / jogging	6	2	1
Paddle in the river	3	-	<1
Just came for a day out	3	-	<1
Seeing something in the forest	2	<1	5
Site specific event	2	-	<1
Using the Visitor Centre / shop	1	5	11
Nature / natural history visit	1	3	2
Bird watching	1	3	4
Admiring the views	1	7	12
Fishing	1	-	<1
Other	5	8	2
Taken part in ACTIVE activities	86	-	90

Base: All visitors – Hamsterley 2014 (234); Hamsterley 2010/2011 (243); All England 2014 (1,654)

NB – Aggregated scores for cycling, walking, active and passive indicate that a proportion of visitors took part / intended to take part in more than one type of activity.

4.6 Length of time spent on activities

Those visitors who had taken part in certain physical activities were asked how long they had spent doing these. Walking and cycling activities have been analysed in Table 5 below.

As previously mentioned, visits to Hamsterley lasted an average of 3 hours and 10 minutes. Those walking spent an average of 1 hour and 36 minutes doing this, about 20 minutes longer than in 2010/11.

Those cycling spent around 2 hours 37 minutes on their bikes, around half an hour longer than in 2010/11.

Table 5: Q5/Q6. Time spent taking part in walking at Hamsterley (Actual respondents only)

	Total duration of visit		Time spent on any walking		Time spent on any cycling	
	2014 %	2010/2011 %	2014 %	2010/2011 %	2014%	2010/2011 %
Up to 30 minutes	-	-	4	13	-	2
31 – 60 minutes	2	15	20	32	2	11
1 – 2 hours	16	33	57	41	18	32
2 – 3 hours	35	40	14	12	58	41
3 – 5 hours	39	12	4	1	20	11
5+ hours	8	<1	1	-	1	1
Don't know	-	-	-	1	1	2
AVERAGE	3 hrs 10 mins	2 hrs 6 mins	1 hr 36 mins	1 hr 16 mins	2 hrs 37 mins	2 hrs 8 mins

Base: All respondents - 2014 (234); 2010/2011 (243). Respondents who walked - 2014 (96); 2010/2011 (143) Respondents who cycled – 2014 (92); 2010/2011 (91)

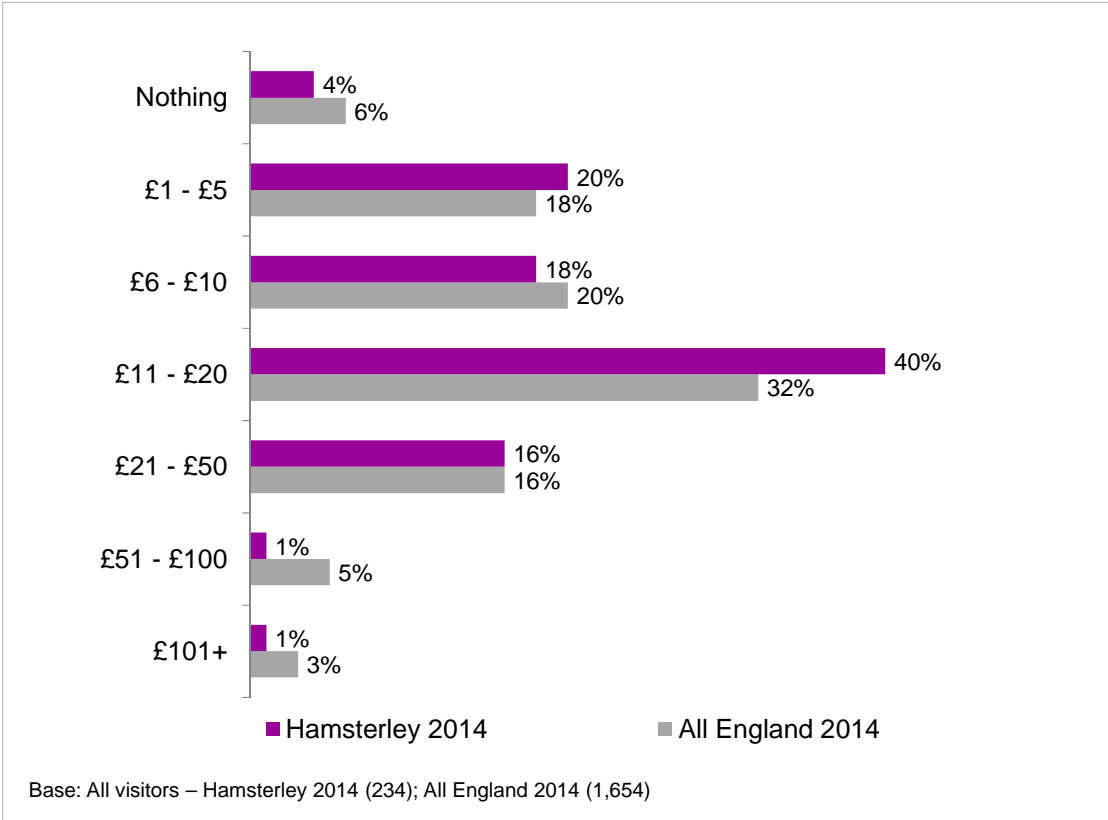
4.7 Money spent at the site and in the area as a result of the visit

Visitors to Hamsterley were asked how much they intended to spend at the site during their visit on a variety of things, including food and drink, activities, parking, souvenirs and the hiring of equipment. Figure 7 shows the figures calculated by combining the data across all types of intended spending. Please note that due to a change in the administering of this question, comparisons with 2010/11 spend was not possible.

Only a very small proportion of the visitors interviewed (4%) said that they did not intend to spend any money at the site during their visit, which is very similar to the all England average (6%). The most often mentioned amount of money being spent was £11 - £20, which 40% intended to spend that day.

The spending data for Hamsterley on the whole followed a similar pattern to the all England data, although the average intended spend at Hamsterley was lower than the all England sites average (£15.21 vs. £20.81).

Figure 7: Q18a. Average spend per person/group at site by price range



When looking at individual types of spending at the site, the item that the highest proportion of visitors to Hamsterley were likely to spend anything on was parking, with nine in ten (90%) planning to spend on this. The average planned spend on parking was £3.81, similar to the all England average of £4.22.

Food and drink was the second most often mentioned category of spending, which three quarters of visitors intended to spend money on at Hamsterley (76%), a very similar proportion as the all England average (74%). The average intended spend on food and drink at Hamsterley was £8.80, again, very similar to the all England average (£8.48).

Table 6a: Q18a. Average spend across individual items at the site (includes zero spend)

	% spending anything on items		Average spend on items £	
	Hamsterley %	All England %	Hamsterley £	All England £
Parking	90	75	£3.81	£4.22
Food and drink	76	74	£8.80	£8.48
Activities at the site	1	8	£0.87	£4.61
Souvenirs / gifts	3	5	£0.19	£0.55
Hiring equipment	4	4	£1.29	£1.60
Anything else	7	4	£0.41	£1.56

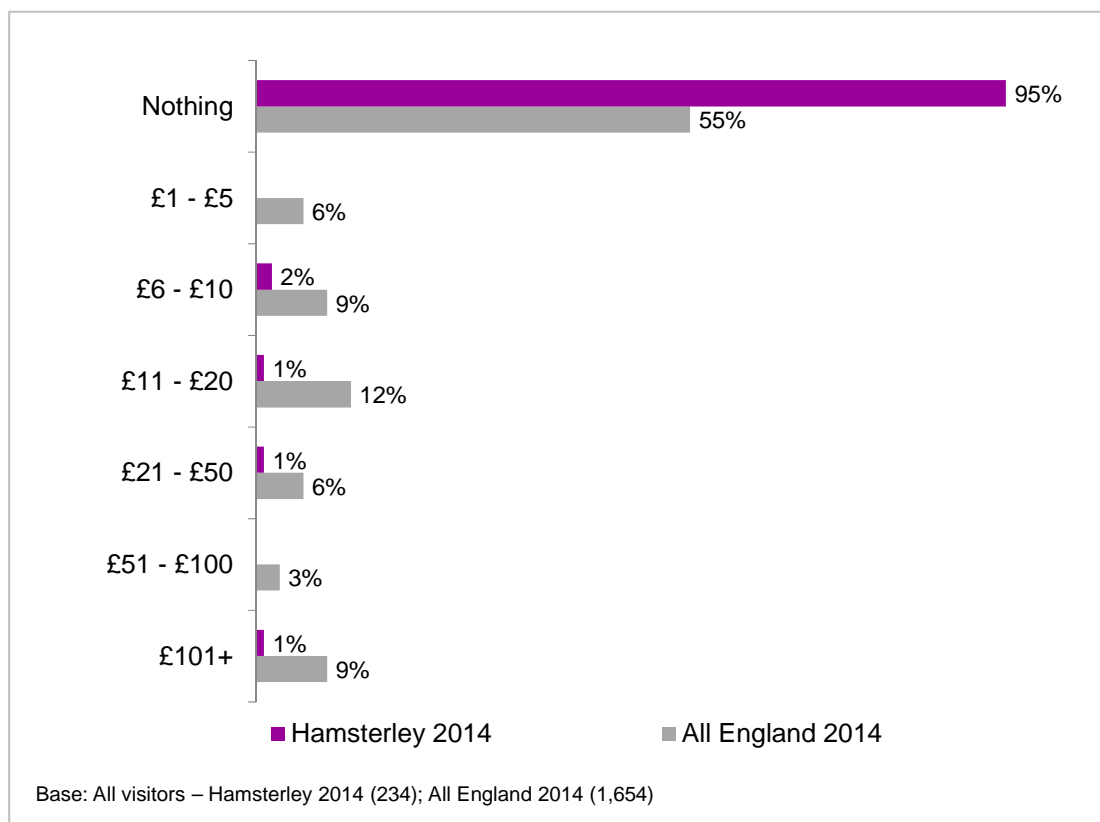
Base: All visitors – Hamsterley 2014 (234); All England 2014 (1,654)

NB The spend data is based on all visitors, not just on those who said they would spend something. This allows an average spend across all visitors to be calculated. However, when not many visitors to a site plan to spend on something (particularly if that feature is not available at a site), the average spend shown can appear to be low/unusual, and comparisons to the all England data should be considered with this in mind.

Visitors to Hamsterley were also asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. Figure 8 shows the figures calculated by combining the data across all types of spending. Again, 2010/11 comparisons have not been made due to changes in the administering of this question.

Almost all Hamsterley visitors would not spend anything in the area as a result of the visit (95%) which fits with their profile of mostly being on a day trip, rather than staying over in the area. It is also considerably higher than the all England sites average (55%).

Figure 8: Q18b. Average spend per person/group in local area by price range



In line with Figure 8, only small proportions intended to spend anything on each of the categories of spend: the highest proportion was 5% intending to spend on food and drink (£4.56). The average intended spend in the area was just £12.35: much lower than the £55.32 all England sites average.

Table 6b: Q18b. Average spend across individual items in the local area (includes zero spend)

	% spending anything on items		Average spend on items £	
	Hamsterley %	All England %	Hamsterley £	All England £
Food and drink	5	32	£4.56	£15.87
Accommodation	2	9	£7.39	£31.25
Admissions to other attractions	<1	3	£0.18	£1.44
Parking	<1	25	£0.04	£1.79
Transport	<1	16	£0.22	£3.63
Souvenirs / gifts	1	4	£0.31	£1.36
Hiring equipment	-	2	-	£0.68
Anything else	-	1	-	£0.34

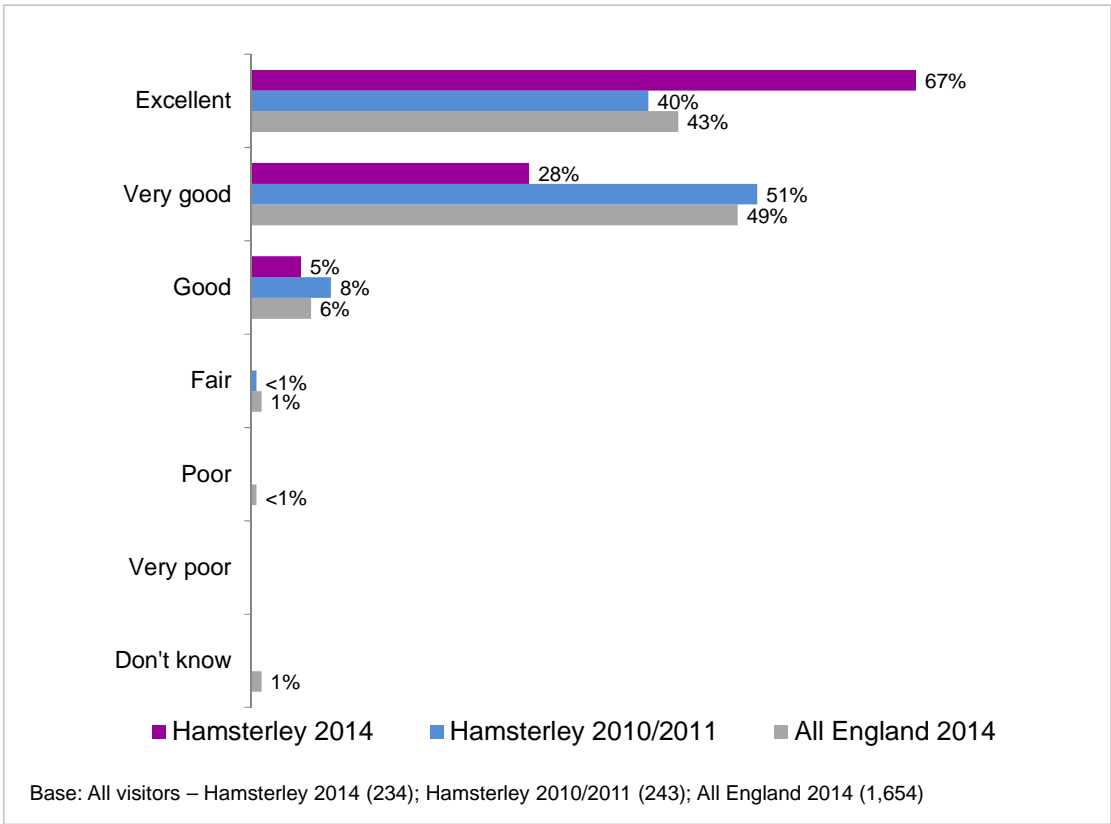
Base: All visitors – Hamsterley 2014 (234); All England 2014 (1,654)

5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Hamsterley as a place to visit were very positive. This was also true across all England sites on average. Nobody interviewed at Hamsterley in 2014 gave a negative rating of the site, whilst an impressive two thirds said it was excellent (67%). This was a big increase on 2010/11's excellent rating of 40% and is similarly considerably higher than the all England average (43%).

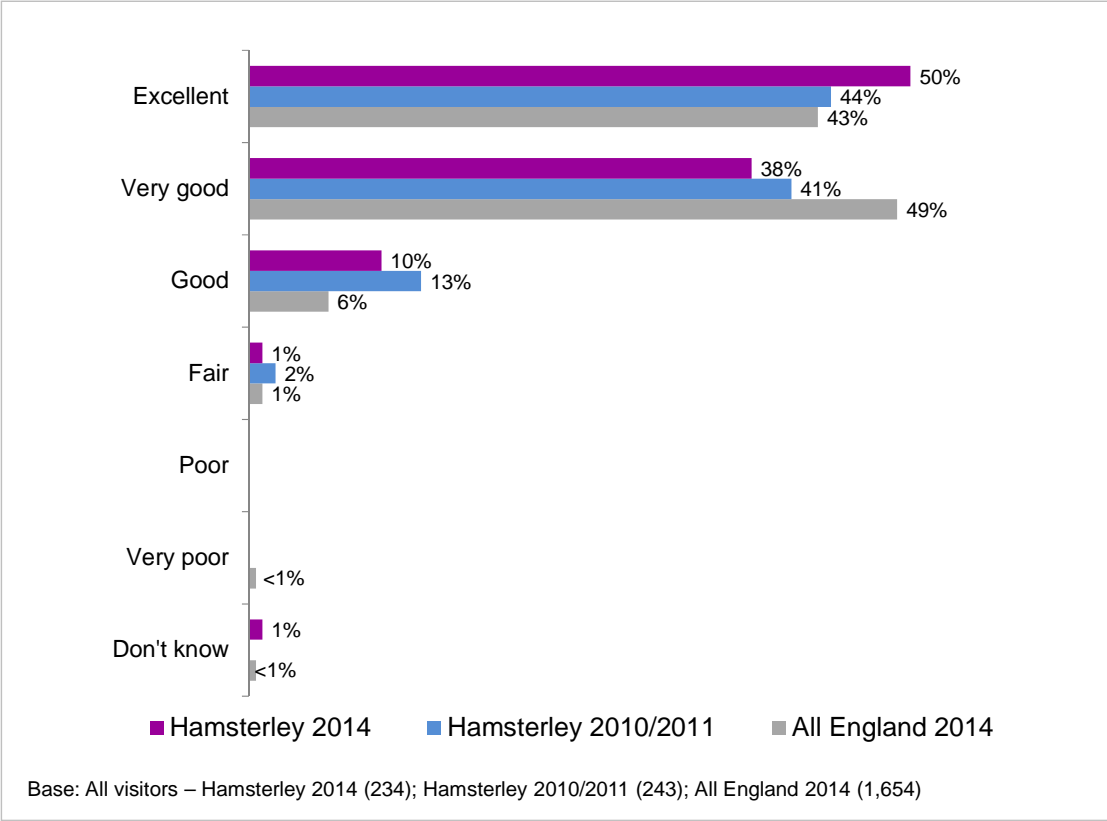
Figure 9: Q16. Rating of the site as a place to visit



5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of how safe and welcoming Hamsterley was seen to be were very positive; with 50% saying Hamsterley was excellent on this measure. Overall, this rating has remained largely constant over time and is in line with the all England average.

Figure 10: Q11. Rating of the site in terms of being safe and welcoming



Visitors were asked why they gave that rating and the question was unprompted with visitors able to mention more than one aspect of the site. Table 7 overleaf details the comments provided by 2% or more of visitors giving a positive rating (excellent, very good, good).

There were four main aspects mentioned:

- The scenery / views / beautiful environment - 38%
- Fresh air / open space / plenty of space / freedom - 23%
- Safe environment generally for all people - 33%
- Good, safe place for the kids to play / run around - 25%

However, in general, fewer visitors mentioned each of these 2014 than 2010/11.

Other reasons given for the positive rating of the site's safe and welcoming feel included it being well laid out / well organised (14%), good provision of paths and trails (13%), good quality facilities (9%), convenient to get to / live locally or clean and tidy / litter free (7% for each).

Table 7: Q12. Reasons for giving a positive rating on how safe and welcoming the site feels – main mentions

	Hamsterley 2014 %	All England 2014 %
The scenery / views / beautiful environment	38	43
Safe environment generally for all people	33	31
Good, safe place for the kids to play / run around	25	29
Fresh air / open space / plenty of space / freedom	23	37
Peaceful / pleasant / tranquil / relaxing / welcoming	19	32
Well laid out / well organised / good set-up	14	12
Good provision of paths / trails and tracks	13	13
Good quality facilities / amenities	9	11
Live locally / convenient / easy to get to / close	7	5
Clean / tidy / well maintained / litter free	7	10
Well signposted / good maps / info boards	5	7
Friendly / helpful staff or rangers	2	4

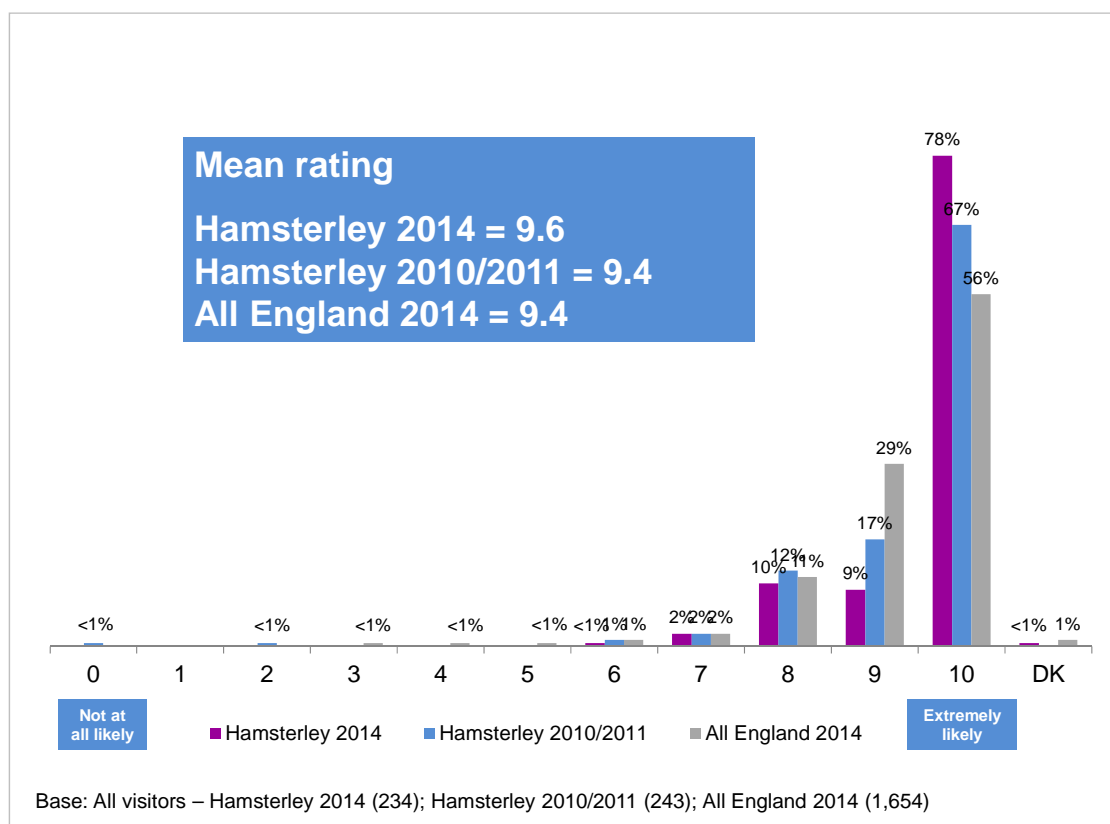
Base: Visitors rating the site as excellent, very good or good – Hamsterley 2014 (230); All England 2014 (1,633)

5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Hamsterley as a place to visit to a friend or relative, using a score of 0-10, where zero equalled 'not at all likely' and 10 equalled 'extremely likely'. Scores for Hamsterley and all England sites generally were extremely positive: only 3% gave a rating of less than 8/10 for Hamsterley, and an extremely impressive 78% gave it full marks – 10 out of 10.

Overall, Hamsterley's mean score was 9.6 out of 10, a small improvement on 2010/11 and the all England average for 2014, of 9.4.

Figure 11: Q17. Likelihood of recommending the site as a place to visit



These results can be analysed further by using a Net Promoter Score (NPS), which divides customers into three types:

- Promoters (loyal enthusiasts) - score of 9-10
- Passives (satisfied but unenthusiastic) – score of 7-8
- Detractors (somewhat less satisfied) – score of 0-6.

To calculate the NPS, the percentage of 'Detractors' is subtracted from the percentage of 'Promoters' to produce a net score. The NPS for Hamsterley is 84, which is somewhat higher than the score of 75 achieved in 2010/11 and matches the all England NPS exactly.

5.4 Favourite things about the site

Visitors to Hamsterley were asked what they liked most about the site. The question was unprompted and visitors could mention more than one aspect of the site. The comments given by 2% or more of the sample are outlined in Table 9 below.

No single aspect of Hamsterley stood out, with around a quarter to a third of visitors mentioning the following: peace, tranquillity, relaxation (36%); walks, paths, trails (29%); scenery, views, beautiful, natural (29%); fresh air, being outside (24%); cycle trails (23%) and safe environment generally (22%). These were generally mentioned by slightly fewer visitors in 2014, than 2010/11.

Table 8: Q8. Favourite things about the site – main mentions

Activities	Hamsterley 2014 %	Hamsterley 2010/11 %	All England 2014 %
Peace / tranquillity / relaxation / atmosphere	36	41	36
Walks / paths / trails	29	42	39
Scenery / views / beautiful / natural	29	30	39
Fresh air / being outside	24	17	23
Cycle trails / freedom / opportunity to cycle	23	33	22
Safe environment generally	22	18	11
Activities that are good for the children	17	27	27
Close to home / convenient location	16	10	13
Exercise / keeping fit	14	7	9
Good on-site facilities / BBQ areas / gift shop	12	7	10
Like forests / trees / variety of trees and plants	7	10	14
Wildlife / bird watching	5	7	5
Lots to see and do	5	7	6
Clean / well looked after	5	9	6
Cost / value for money / free	5	-	2
Café / restaurant	5	-	2
Opportunity to spend time with family / friends	4	16	8
Been before / wanted to come again	3	-	6
Ideal for dogs / dog friendly	3	-	2
The weather	2	-	2
Helpful / pleasant staff	2	2	2
Plenty / good parking	2	-	1

Base: All visitors – Hamsterley 2014 (234); Hamsterley 2010/2011 (243); All England 2014 (1,654)

The proportion who said their favourite feature at Hamsterley was the children's activities had also lessened since 2010/11, with 17% mentioning it in 2014 compared with 27% three years before: this is also lower than the all England average (27%). Slightly more visitors mentioned keeping fit / exercise (14%) and good on site facilities (12%) in 2014 both up from 7% in 2010/11.

Some minor mentions that appeared for the first time in 2014 included the good value for money (5%), the café / restaurant (5%), ideal for dogs / dog friendly (3%) and good parking facilities (2%).

5.5 Suggested improvements to the site

Visitors were asked if there was anything that would enhance their enjoyment of the site, and if anything interfered with their enjoyment of the site. Again, these questions were unprompted and visitors could mention more than one improvement or issue. Over half of visitors to Hamsterley could not think of anything that would add to their enjoyment and only made a positive comment (52%) which is higher than the all England average of 44%.

Most suggestions to improve the site were therefore made by relatively small numbers of visitors. The main suggestion was to improve signage and maps, mentioned by 10% of visitors. This was followed by requests for more trails, paths and cycle tracks (8%) and a more litter bins (8%).

Table 9: Q9. What would enhance enjoyment of site – main mentions

	Hamsterley 2014 %	All England 2014 %
Nothing / general positive comments	52	44
Improve signage / more maps / better maps	10	7
More trails, paths and cycle tracks	8	4
More litter bins / less litter	8	5
More dog poo bins / remove dog poo	6	6
Improve toilets / more toilets / shower facilities / changing area	6	5
More activities for children / more play areas	6	5
Better parking (easier, cheaper, more, free)	5	17
Improve café / catering	3	6
Improve maintenance of paths / cycle trails / better surfacing	3	2
Longer, more challenging trail, paths and cycle routes	2	2
Better access for disabled people	2	1

Base: All visitors – Hamsterley 2014 (234); All England 2014 (1,654)

Other improvements suggested by 6% of visitors were more dog poo bins, improve toilet / changing facilities and provide more activities for children / more play areas.

A total of 5% wanted better parking facilities, considerably less than the 17% who requested this across all England sites.

There were also requests by 2% – 3% for a better café, improved maintenance of the paths and cycle trails, longer, more challenging paths and cycle routes, and better access for disabled people.

One or two visitors also asked for the following improvements:

- Ski lift / uplift
- More seating
- Go Ape! / zip wires
- Bike shop / more shops
- More picnic areas / BBQ / picnic tables and benches
- More sheltered areas
- Plant more trees
- More information on wildlife / vegetation / area
- More / larger cycles racks / bike wash
- Restricted access for dogs
- Bike hire / better bikes / bike child seats
- Cyclists should have more regard for walkers.

When asked if there was anything that interfered with their enjoyment of their visit to Hamsterley almost four fifths reported that nothing had interfered with their enjoyment (79%) which was again higher than the all England average of 66%.

The comments made were mentioned by very small proportions, and Table 10 overleaf details those made by 2% of the sample or more.

Poor weather was mentioned by the highest proportion of visitors (4%), followed by 3% mentioning problems getting around the site (trails closed, no disabled access). A further 2% each mentioned unclear / poor signs; poor service in the café / long queues / inconvenient opening times and no phone reception / Wi-Fi.

Table 10: Q10. What interfered with enjoyment of site – main mentions

	Hamsterley 2014 %	All England 2014 %
Nothing	79	66
Wet / raining / windy (poor weather)	4	7
Problems getting around the site (trails closed, no disabled access)	3	1
Signs unclear / need better signs / more maps	2	3
Poor service in the café / long queues / inconvenient opening hours	2	3
No phone signal / no Wi-fi	2	1

Base: All visitors – Hamsterley 2014 (234); All England 2014 (1,654)

Other comments made by one or two visitors included:

- Car parking expensive / should be free
- Poor maintenance of the site (paths, fences, waterways)
- Issues with toilets (not enough, closed, not clean)
- Need more litter bins / recycling bins / too much litter
- Problems with the car park (faulty machines, limited spaces)
- Need more dog poo bins
- Complaints about other visitors
- Comments on work being carried out (dust, noise)
- Some paths are difficult / dangerous (steep drops, loose shale, steep for kids)
- Tree felling / chopping down too many trees.

6. Site facilities

6.1 Importance of site facilities

Visitors were presented with a list of facilities available at Hamsterley and asked which ones were important to their decision to visit; visitors could mention as many facilities as were applicable.

Walking trails were mentioned by the highest proportion of visitors (34%): this matched the figure from the 2010/11 survey data (34%) but is below the all England average (47%).

There was a big increase in the proportion mentioning mountain biking, up from 3% to 22%, and now seen as much more important at Hamsterley than across all England sites on average (11%). A similar proportion mentioned the general cycle trails as being important (21%), although this was a decrease from 37% in 2010/11. Cycle trails are now on a par with the all England average.

Almost a quarter (23%) said that the café / catering were important to their decision to visit, which was similar to the figure for 2010/11 (19%) and also close to the all England average (25%).

Easy / all ability access was important to 18% of visitors, higher than the all England average of 5%. This factor was not covered in the 2010/11 survey.

Other facilities whose influence on visiting appears to have reduced include toilets (11% vs. 28% in 2010/11) and play areas and equipment (11% vs. 26% in 2010/11).

Other facilities that were important to visitors' decision to visit the site are outlined in more detail in Figures 12a and 12b overleaf.

Figure 12a: Q13. Importance of different facilities in deciding to visit

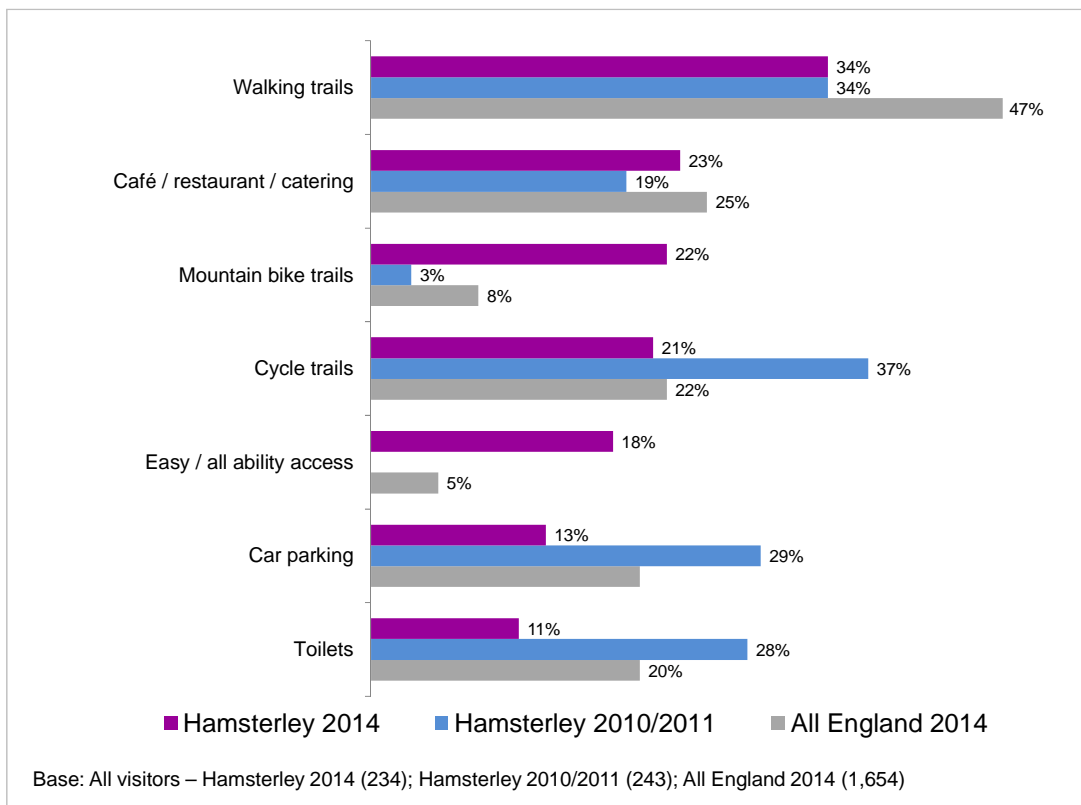
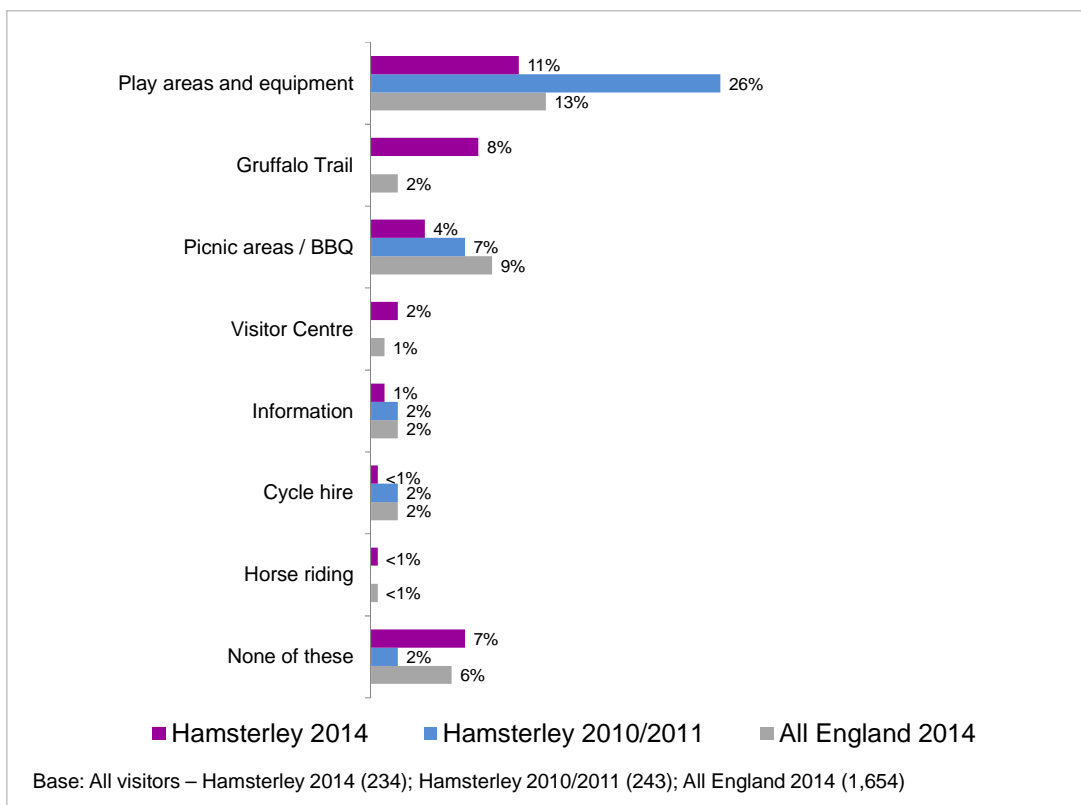


Figure 12b: Q13. Importance of different facilities in deciding to visit the site continued



Certain other factors (apart from site facilities) were important to 12% of visitors when choosing to come to the site. Only a relatively small proportion of visitors mentioned each factor, and those mentioned by more than 2% of visitors are outlined below in Table 11:

Table 11: Q14. Others factors influencing visit to site – main mentions

	Hamsterley 2014 %	All England 2014 %
Nothing	88	74
Site specific event (e.g. Race for Life)	4	1
Good for children / can run around and play	3	4
Close to home / local / convenient	3	3
Good weather / sunny / warm	2	7

Base: All visitors – Hamsterley 2014 (234); All England 2014 (1,654)

Other factors mentioned by one or two visitors included:

- Beautiful scenery / views / natural beauty
- Came for a nice day out
- Relaxing / peaceful / tranquil / quiet
- Meeting / visiting with family and friends
- Dog friendly / dogs can come off leads / dog facilities
- Easy to find / get to (transport links / signage etc.)
- Good facilities
- Using the river / pond / lake
- Had some free time
- Wanted to go walking / cycling
- Easily accessible / easy to get around
- Good parking / cheap / free
- Family / friend recommended it.

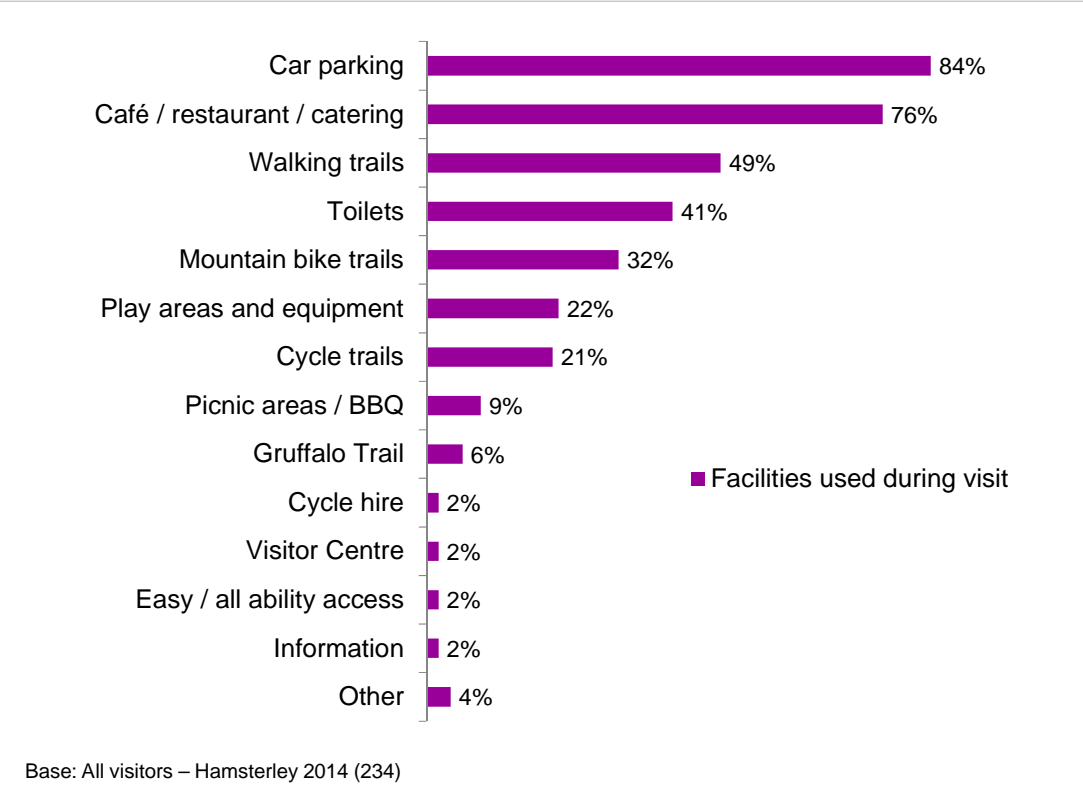
6.2 Facilities used

Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The facilities used reflect to a certain extent visitors' views on the importance of facilities. Other than car parking (84%), the most used facilities were the café / restaurant / catering (76%) and the walking trails (49%).

The mountain bike trails were used by around a third of visitors (32%), higher than the proportion using the cycle trails (21%). Other facilities used by more than one in ten visitors were the play areas and equipment (22%) and the toilets (41%) – see Figure 13 below for more details.

Figure 13: Q15a. Facilities used at Hamsterley 2014



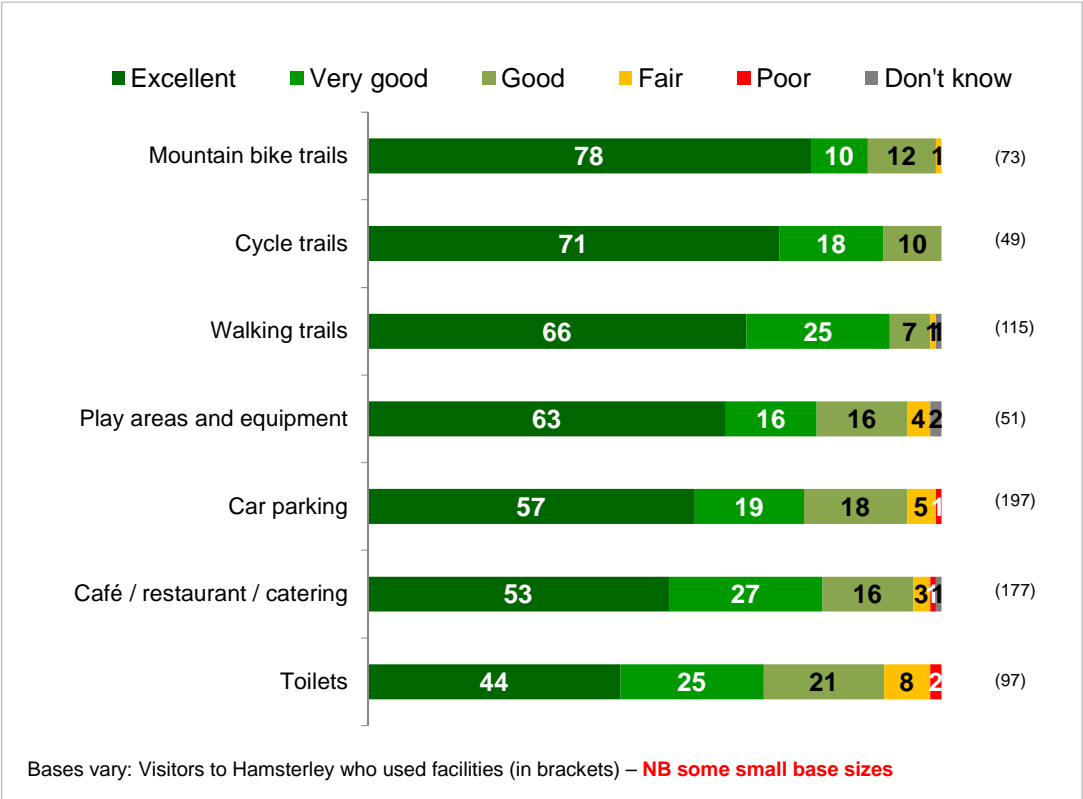
6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 30 or more visitors to Hamsterley have been detailed in Figure 14 below. Ratings of most of the facilities were extremely positive, with only a small proportion giving any of these facilities a poor rating, and the vast majority giving a positive rating of either excellent, very good or good.

Mountain bike trails received the highest score, with four in five (78%) rating this facility as excellent and nearly all of the remainder rating it as very good (10%) or good (12%). Ratings of cycle trails were similar, albeit with slightly fewer rating them as excellent (71%).

Around two-thirds of those using the walking trails (66%) rated them as excellent, with again nearly all others believing them to be very good or good. Similarly almost two thirds (63%) rated the play areas and equipment as excellent, with the remainder saying they were at least 'good'.

Figure 14: Q15b. Rating of Hamsterley site facilities (where used) 2014 – main facilities used



The car park and café were similarly rated, with over half saying each was excellent. However these facilities did attract some less than positive ratings, with 5% saying the car parking was 'fair' and 1% saying it was poor, and similarly, 3% thought the café was only fair whilst 1% said it was poor.

The toilet facilities were the only site feature to have less than half of visitors rating them as excellent, but even here, 44% did say they were excellent and only very few gave a negative rating – fair (8%), poor (2%).

Table 12 compares the proportion giving 'excellent' ratings to the facilities used in 2014 compared with 2010/11, where they were mentioned in the previous survey.

For all of the facilities listed, the proportion who gave an 'excellent' rating has increased considerably since the previous research, with the most significant increases seen in the ratings of the walking trails, play areas and equipment, cycle trails and café / restaurant / catering. All four of these facilities recorded increases of around 40 percentage points.

Table 12: Q15b – Proportions rating facilities at Hamsterley as 'Excellent' 2014 vs. 2010/11

Facilities	Hamsterley 2014 %	Hamsterley 2010/2010/11 %	% point change
Mountain bike trails	78	60	+18
Cycle trails	71	31	+40
Walking trails	66	22	+44
Play areas and equipment	63	21	+42
Car parking	57	40	+17
Café / restaurant / catering	53	16	+37
Toilets	44	16	+28

Bases vary: visitors using each facility – NB some small bases

7. Information about sites

7.1 Sources used to plan visit

Visitors were asked where they found out about Hamsterley as a place to visit. This question was prompted and visitors could mention as many sources of information as were applicable – those given by more than 2% of visitors are outlined below.

Most visitors had always known about the site (65%): as would be expected, this proportion was much higher amongst repeat visitors (76%) than first-time visitors (33%).

A quarter (25%) of visitors to Hamsterley had heard about the site through word of mouth, increasing to 43% amongst first-time visitors.

Facebook and the Forestry Commission website were both mentioned by 3% of visitors, while 2% heard about Hamsterley through the NRW website or Google / other search engine: none of these sources of information were mentioned in 2010/11.

Table 13: Q7 – How found out about the site as a place to visit – main mentions

	Hamsterley 2014 %	Hamsterley 2010/2011 %	All England 2014 %
Always known about it / been here before	65	78	62
Word of mouth	25	18	28
Facebook	3	-	1
Forestry Commission website	3	-	2
NRW website	2	-	<1
Other websites	2	3	2
Google / other search engine	2	-	5

Base: All visitors – Hamsterley 2014 (234); Hamsterley 2010/2011 (243); All England 2014 (1,654)

There were several other sources of information used by small numbers of visitors in 2014. These included:

- Leaflet
- Road signs
- Map
- Mountain Biking Wales website
- Book / guide book.

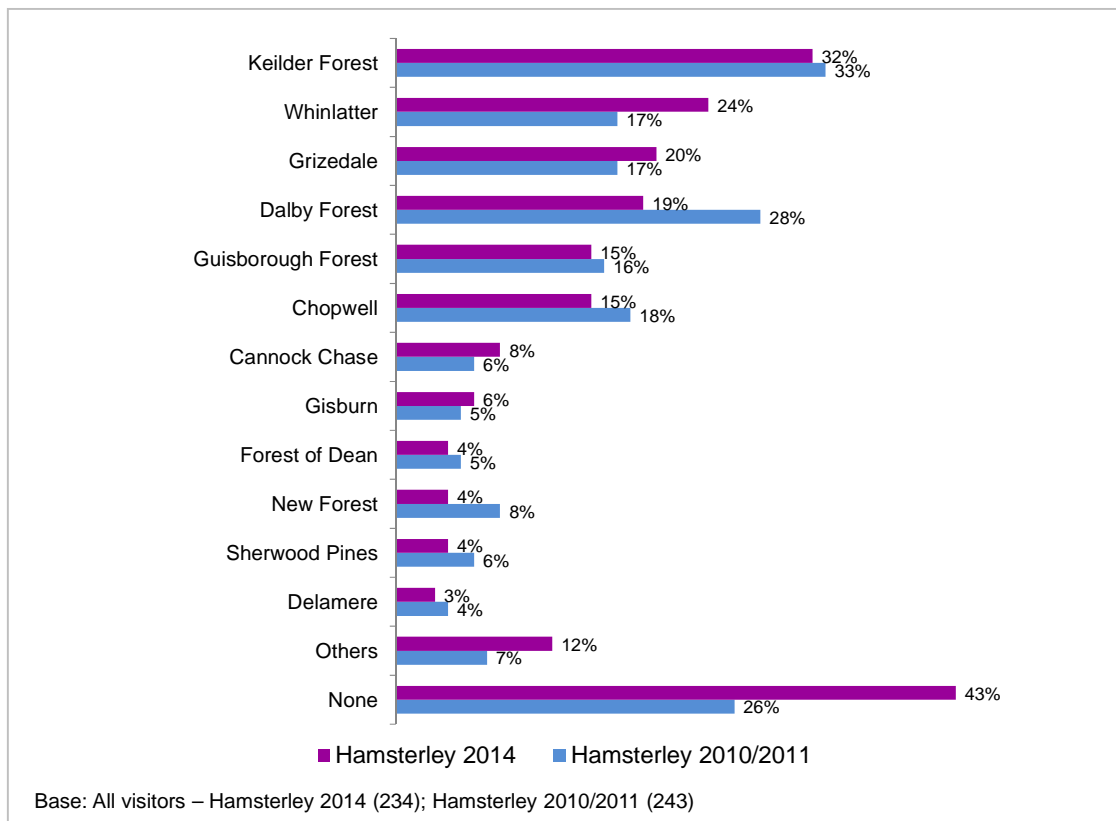
7.2 Visiting other sites

Visitors to Hamsterley were presented with a list of FCE managed forests and woodlands, and asked whether they had visited any of these other sites in the last 12 months. Over half (57%) had visited at least one other site, although this was somewhat lower than the proportion saying the same in 2010/11 (74%).

Keilder Forest was mentioned by the highest proportion of visitors to Hamsterley (32%). Whinlatter and Grizedale were visited by 24% and 20% of visitors respectively and a similar proportion (19%) visited Dalby Forest.

A further 15% had been to Guisborough Forest and Chopwell: less than one in ten had visited the other sites.

Figure 15: Other sites visited in the last 12 months



Other sites mentioned by small numbers (1%) of visitors included:

- Chambers Farm Wood
- Thetford Forest
- Bedgebury
- Queen Elizabeth Country Park
- Wharnccliffe
- Wyre Forest.

8. Discovery passes

8.1 Uptake and interest in season tickets and annual Discovery Passes

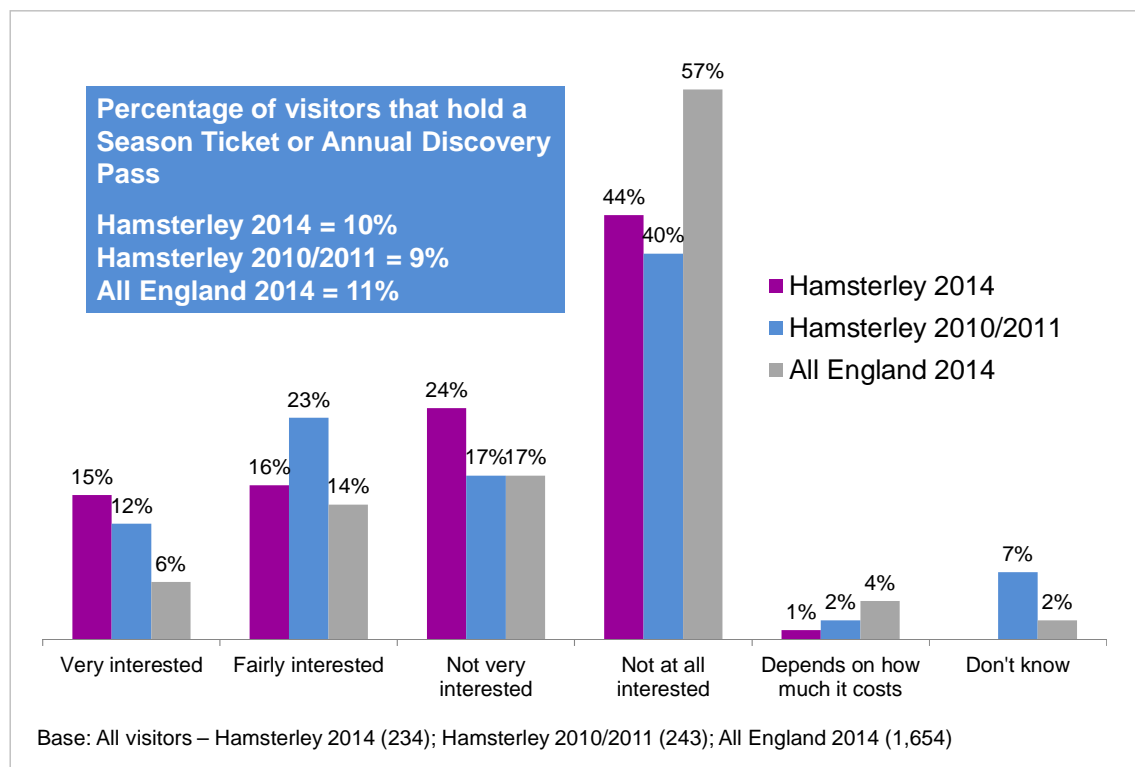
Around one in ten visitors to Hamsterley held a season ticket or annual Discovery Pass (10%); this was very similar to both the 2010/11 figure (9%) and the 2014 all England average (11%).

All visitors (whether they currently hold a pass or not) were then asked how interested they would be in purchasing one in the future. They were prompted with the price (approximately £70) and the benefits (free parking and discounts to FCE sites).

Levels of interest amongst visitors to Hamsterley on purchasing an Annual Discovery Pass were relatively high, with 31% saying they were interested (15% very interested and 16% fairly interested): around the same proportion of visitors were interested in a pass back in 2010/11 (35%). Across all England sites, levels of interest in purchasing a Discovery Pass were lower; with one in five (20%) saying they were interested in buying one.


A majority of the visitors interviewed, however, were not interested in purchasing a pass (68%): this was also true in 2010/11 (57%) and across all England sites in 2014 (74%).

Figure 16: Usage and interest levels - season tickets/Discovery Passes



Appendix I

Questionnaire

 2 Museum Place, Cardiff, CF10 3BG	<u>B01326-2</u> <u>NRW / FCE</u> <u>Quality of Visitor Experience – Year 2</u> <u>FINAL</u>	FOR OFFICE USE ONLY		INTERVIEWER RECORD WEATHER CONDITIONS (3-6m)
		Case No.	Point (1-2)	CAN MULTI-CODE Sunshine 1 Cloud 2 Rain 3 Wind 4 Other (specify) _____

APPROACH ADULTS AGED 16+ - READ OUT

Hello, my name is of Beaufort Research. We are conducting some market research in this area on behalf of the Forestry Commission to find out how this site is being used, and your views on the site and the facilities it offers. Your feedback will help to improve the quality of the visitor experience at this site and ensure that managed woodlands such as this are welcoming places to be.

Reassure if necessary: Beaufort is an independent market research company and we are not selling anything.

Can you spare just a few minutes to answer some questions? The interview should only take around 10 minutes to complete and all of your responses will be treated with the strictest confidence, and will only be reported in combination with the answers of other visitors.

S1 Have you come to the end of your visit, or are you about to come to the end of your visit here?

- Yes → **CONTINUE**
- No → **THANK AND CLOSE**

ASK S2 AND S3 IN WALES ONLY – CHANGE TO WELSH VERSION WHERE REQUIRED

S2 Do you speak Welsh? **IF YES** Is that.....?

- Yes – fluently
- Yes – but not fluently
- No

(7)
1
2
3

IF SPEAK WELSH, ASK S3 BEFORE CONTINUING WITH INTERVIEW

S3 We can conduct this interview in English or in Welsh - which would you prefer?

- English
- Welsh

(8)
1
2

ASK ALL

Q1 Can I just check how many people there are in total in your group?
WRITE IN NUMBER FOR EACH GROUP – IF NONE RECORD Ø

Adults aged 16+ (including respondent) _____
Children aged 0-5 years _____
Children aged 6-10 years _____
Children aged 11-15 years _____

(9-10)
(11-12)
(13-14)
(15-16)

SHOWCARD A

Q2 Which of the following best describes your trip today
SINGLE CODE

A day trip of less than 3 hours away from home
A day trip of more than 3 hours away from home
A visit that includes an overnight stay
Part of a longer holiday / visit
Don't know

(17)
1
2
3
4
5

SHOWCARD B

Q3 How often, on average do you come to this site?
SINGLE CODE

First visit

Every day
4-6 times a week
1-3 times a week
1-3 times a month
4-6 times a year
1-3 times a year
Less often
Don't know

(18)
1
2
3
4
5
6
7
8
9

ASK ALL

SHOWCARD C

Q4a Which of these activities have you personally taken part in during your visit here today?

PROBE - Any others?

RECORD IN FIRST COLUMN IN GRID BELOW - CODE ALL MENTIONED

ONLY ASK Q4b IF MORE THAN ONE PERSON IN GROUP

SHOWCARD C AGAIN

Q4b And which of these activities have other members of your group taken part in during your visit here today? **PROBE** - Any others?

RECORD IN SECOND COLUMN IN GRID BELOW - CODE ALL MENTIONED

ASK ALL

SHOWCARD C AGAIN

Q4c And which of these activities are you (**IF PART OF GROUP:** or other members of your group) **planning** to take part in during your visit here today? **PROBE** - Any others?

RECORD IN THIRD COLUMN IN GRID BELOW - CODE ALL MENTIONED

		(20-23m)	(28-31m)	(36-39m)
		Q4a Personally taken part in	Q4b Others in group taken part in	Q4c Personally / other PLANNING to take part in
A	Cycling on forest roads, tracks or trails	1	1	1
B	Cycling / mountain biking off trails or tracks	2	2	2
C	Dog walking	3	3	3
D	Walking on a sign-posted trail	4	4	4
E	Walking but not following sign posts	5	5	5
F	Orienteering / Geocaching	6	6	6
G	Running / jogging	7	7	7
H	Horse riding / pony trekking	8	8	8
I	Using the café / restaurant / other catering	9	9	9
J	Using the Visitor Centre / shop	A	A	A
K	Using the play area	B	B	B
L	Nature / natural history visit	C	C	C
M	Bird watching	D	D	D
N	Photography	E	E	E
O	Picnic or barbeque	F	F	F
P	Camping	G	G	G
Q	Go Ape!	H	H	H
R	Seeing something in the forest	I	I	I
S	Organised event / trip	J	J	J
T	Admiring the views	K	K	K
U	A forest drive	L	L	L
		(24-27m)	(32-35m)	(40-43m)
	OTHERS			
	None of these	M	M	M

ASK ALL

SHOWCARD D

Q5 Approximately how long have you spent here today in total?
SINGLE CODE

- 0 - 15 minutes
- 16 - 30 minutes
- 31 - 60 minutes
- 1 - 2 hours
- 2 - 3 hours
- 3 - 5 hours
- 5+ hours

Don't know

(45)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

INSTRUCTIONS:

Q6 IS ASKED OF PHYSICAL ACTIVITIES THAT THE RESPONDENT HAS PERSONALLY TAKEN PART IN AT Q4a – OTHERWISE GO TO Q7

- ASK ABOUT TIME SPENT CYCLING IF CODED **1 OR 2 AT Q4a**
- ASK ABOUT TIME SPENT WALKING IF CODED **3, 4 OR 5 AT Q4a**
- ORIENTEERING, RUNNING AND HORSE RIDING – CHECK IF CODED **6, 7 OR 8 AT Q4a**

SHOWCARD D AGAIN

Q6 And approximately how long have you spent here today.....?
SINGLE CODE

	(46)	(47)	(48)	(49)	(50)
TIME SPENT	<u>RESPONDENT</u> CYCLING FROM Q4a	<u>RESPONDENT</u> WALKING FROM Q4a	<u>RESPONDENT</u> ORIENTEERING / GEOCACHING FROM Q4a	<u>RESPONDENT</u> RUNNING / JOGGING FROM Q4a	<u>RESPONDENT</u> HORSE RIDING / PONY TREKKING FROM Q4a
0 - 15 minutes	1	1	1	1	1
16 - 30 minutes	2	2	2	2	2
31 - 60 minutes	3	3	3	3	3
1 – 2 hours	4	4	4	4	4
2 – 3 hours	5	5	5	5	5
3 – 5 hours	6	6	6	6	6
5+ hours	7	7	7	7	7
Don't know	8	8	8	8	8

ASK ALL

SHOWCARD E

Q7 How or where did you find out about this site as a place to visit?
CODE ALL MENTIONED

(55-58m)

Always known about it / been here before

1

Word of mouth

2

Newspaper

3

Leaflet

4

Tourist Information Centre

5

Road signs

6

Just passing / en route

7

Map

8

Smartphone app

9

Facebook

A

Twitter

B

Forestry Commission website

C

Natural Resources Wales website

D

Google / other search engine

E

Other website (please specify) _____

X

(59-62m)

Other (please specify) _____

X

Don't know / can't remember

M

Q8 What do you like most about the site? **PROBE** Anything else?
DO NOT PROMPT – CODE ALL MENTIONED

(63-66m)

Peace / tranquillity / relaxation

1

Scenery / views / beautiful

2

Walks / paths / trails

3

Cycle trails / freedom / opportunity to cycle

4

Wildlife / bird watching

5

Fresh air / being outside

6

Exercise / keeping fit

7

Activities that are good for the children

8

Close to home / convenient

9

Opportunity to spend time with family / friends

A

Safe environment

B

Lots to see and / or do

C

Like forests / trees / variety of trees

D

Good on-site facilities

E

Clean / well looked-after

F

The weather

G

Been before / wanted to come again

H

Helpful / pleasant staff

I

Plenty / cheap / other reference to parking

J

Cost / value for money

K

Other (please specify)

(67-70m)

Nothing

L

Don't know

M

ASK ALL

Q9 What, if anything, would enhance your enjoyment of this site? (75-78m)
PROBE Anything else?
DO NOT PROMPT – CODE ALL MENTIONED
IF MENTIONS WEATHER, PROBE FOR MORE DETAILS

- Better parking (easier, more, cheaper, free) 1
- Improve toilets / more toilets / shower facilities / changing area 2
- More activities for children / more play areas 3
- More trails / paths / cycle tracks 4
- Improve signage / more maps / better maps 5
- Improve café / catering 6
- More dog poo bins / remove dog poo 7
- More bins / litter bins / recycling bins 8
- Longer / more challenging trails, paths and cycle routes 9
- More seating A
- More picnic areas / BBQ / picnic tables and benches B
- Improve maintenance of paths / cycle tracks / better surfacing C

Other (please specify) (79-82m)

- Nothing L
- Don't know M

Q10 What, if anything, interfered with your enjoyment of this site today? (83-86m)
PROBE Anything else?
DO NOT PROMPT – CODE ALL MENTIONED
IF MENTIONS WEATHER, PROBE FOR MORE DETAILS

- Wet / raining / windy (poor weather) 1
- Car parking expensive 2
- Signs unclear / need better signs / more maps 3
- Problems with car parks 4
- Poor service in café / long queues / inconvenient opening hours 5
- Too busy 6
- Dogs off leads / loose dogs / don't want dogs around 7
- Toilets – not enough / closed / out of order 8
- Need more litter bins / recycling bins / too much litter 9
- Dog mess on paths / in play areas A

Other (please specify) (87-90m)

- Nothing L
- Don't know M

ASK ALL

SHOWCARD F

Q11 How would you rate the site in terms of how safe and welcoming it feels?
SINGLE CODE

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

Don't know / not sure

(95)

1 }
2 } **Q12**
3 }
4 }
5 }
6 }
7 → **Q13**

ASK Q12 IF CODED 1-6 AT Q11

Q12 What are the reasons for your rating? **PROBE** Anything else?
DO NOT PROMPT – CODE ALL MENTIONED

- The scenery / views / beautiful environment
- Peaceful / pleasant / tranquil / relaxing
- Fresh air / open space
- Safe environment generally
- Good, safe place for the kids to play and run around
- Clean / tidy / well maintained / litter free
- Well signposted / good maps / info boards
- Well laid out / well organised / good set up
- Other visitors here are friendly
- Good quality facilities or amenities
- Good provision of paths, trails and tracks
- Friendly / helpful staff or rangers
- Live locally / convenient / easy to get to

(96-99m)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- A
- B
- C
- D

Other (please specify)

(100-103m)

Don't know

M

HAMSTERLEY FOREST

ASK ALL

SHOWCARD G11

Q13 Looking at this card, which of these aspects **of the site** were important to your decision to visit today? **PROBE** Any others?

CODE ALL MENTIONED

		(105-108m)
A	Café / restaurant / catering	6
B	Car parking	7
C	Cycle hire	9
D	Cycle trails	A
E	Easy / all ability access	C
F	Horse riding	K
G	Information available / interpretation	M
H	Mountain bike trails	O
		(109-112m)
I	Orienteering / Geocaching	3
J	Picnic areas / BBQ	5
K	Play areas and equipment	7
L	Toilets	B
M	Visitor Centre	E
N	Walking trails	F

Other (please specify)

None of these
Don't know

(113-116m)

M
N

Q14 Can you tell me about anything else that might have influenced your decision to visit here today, other than the site facilities you have just mentioned?

PROBE Anything else?
RECORD VERBATIM

(117-120m)

(121-124m)

Nothing
Don't know

M
N

HAMSTERLEY FOREST

ASK ALL

SHOWCARD G11 AGAIN

Q15a Which aspects of the site have you used during your visit today? **PROBE** Any others?
RECORD IN COLUMN A – CODE ALL MENTIONED

SHOWCARD H

Q15b Now I would like you to rate each of the aspects of the site that you have used during today's visit. So how would you rate....?

FOU: (140-231 FOR Q15)

ONLY ASK FOR ASPECTS THAT HAVE BEEN CODED AT Q15a – IF 'NONE' OR 'D/K' AT Q15a, SKIP TO Q16, DO NOT ASK Q15b

ASPECTS USED		Q15a COL. A CIRCLE IF USED	Q15b - COLUMN B ONLY RATE THOSE TICKED IN COLUMN A							
			Excellent	Very good	Good	Fair	Poor	Very poor	DK	
		(125-128m)								
A	Café / restaurant / catering	6	1	2	3	4	5	6	7	(145)
B	Car parking	7	1	2	3	4	5	6	7	(146)
C	Cycle hire	9	1	2	3	4	5	6	7	(148)
D	Cycle trails	A	1	2	3	4	5	6	7	(149)
E	Easy / all ability access	C	1	2	3	4	5	6	7	(151)
F	Horse riding	K	1	2	3	4	5	6	7	(159)
G	Information available / interpretation	M	1	2	3	4	5	6	7	(160)
H	Mountain bike trails	O	1	2	3	4	5	6	7	(162)
		(129-132m)								
I	Orienteering / Geocaching	3	1	2	3	4	5	6	7	(165)
J	Picnic areas / BBQ	5	1	2	3	4	5	6	7	(167)
K	Play areas and equipment	7	1	2	3	4	5	6	7	(169)
L	Toilets	B	1	2	3	4	5	6	7	(173)
M	Visitor Centre	E	1	2	3	4	5	6	7	(176)
N	Walking trails	F	1	2	3	4	5	6	7	(177)
OTHERS (WRITE IN)		(133-136m)								
			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()

None of these
Don't know

M
N

ASK ALL

SHOWCARD H AGAIN

Q16 Overall, how would you rate this site as a place to visit?
SINGLE CODE

(235)

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

- 1
- 2
- 3
- 4
- 5
- 6

Don't know / not sure

7

Q17 Using a scale of 0 – 10, where 0 means '**Not at all likely**' and 10 means '**Extremely likely**', how likely is it that you would recommend this site as a place to visit to a friend or relative?

SINGLE CODE

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

(236)

SHOWCARD I

Q18a Thinking about your visit to this site today, how much are you (and your group) likely to spend here on the following things?

**WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
 IF NONE RECORD 0. IF DON'T KNOW, RECORD AAAA**

- Food and drink _____
- Activities available at this site _____
- Parking _____
- Souvenirs / gifts _____
- Hiring equipment such as boats, bikes or horses _____
- Anything else _____

- (237-240)
- (241-244)
- (245-248)
- (249-252)
- (253-256)
- (257-260)

SHOWCARD J

Q18b And more generally, how much are you (and your group) likely to spend during your visit to this local area on the following things?

**WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
 IF NONE RECORD 0. IF DON'T KNOW, RECORD AAAA**

- Food and drink _____
- Accommodation (if staying overnight) _____
- Admission to other attractions _____
- Parking _____
- Transport, including public transport, taxis and petrol _____
- Souvenirs / gifts _____
- Hiring equipment such as boats, bikes or horses _____
- Anything else _____

- (261-264)
- (265-268)
- (269-272)
- (273-276)
- (277-280)
- (281-284)
- (285-288)
- (289-292)

SHOWCARD K (E) AND GREEN ENGLAND MAP

Q19 Looking at this map, can you tell me which, if any, of the sites marked you have visited in the last 12 months?

CODE ALL MENTIONED

(300-303m)

Alice Holt Forest	1
Abbotts Wood	2
Bedgebury Forest and Pinetum	3
Cannock Chase	4
Cardingham Woods	5
Chambers Farm Wood	6
Chopwell	7
Dalby Forest	8
Delamere Forest	9
Dunwich Forest	A
Fineshade Woods	B
Forest of Dean	C
Gisburn	D
Grizedale	E
Guisborough Forest	F
Haldon Forest Park	G
Hamsterley	H
Haughmond Hill	I
Hicks Lodge	J
Jeskyns	K
Kielder Forest	L
Moors Valley Country Park	M
New Forest	N
Queen Elizabeth Country Park	O

(304-307m)

Rendlesham Forest	1
Rosliston	2
Rowney Warren	3
Salcey Forest	4
Savemake Forest	5
Sherwood Pines	6
Thames Chase	7
Thetford Forest	8
Wendover Woods	9
Westonbirt Arboretum	A
West Walk	B
Wharnccliffe	C
Whinlatter	D
Wyre Forest	E
Other woodland / forest in England	F
Other woodland / forest in Wales	G
None of these	H
Don't know / can't remember	I

Q20a Do you currently hold an annual Discovery Pass or Friends membership for this site?	(330)
Yes	1
No	2
Don't know / can't remember	3

SHOWCARD L

Q20b Currently you can get season tickets or Discovery Passes for individual Forestry Commission sites in a local area. How interested would you be in having a pass that allowed free parking and discounts at all Forestry Commission sites nationally? This would probably cost around £70 per year? SINGLE CODE	(331)
Very interested	1
Fairly interested	2
Not very interested	3
Not at all interested	4
Depends on how much it costs – DO NOT PROMPT WITH THIS CODE	5
Don't know	6

ASK ALL

READ OUT – Finally, I'd like to ask some questions to help with our analysis.

Q21 INTERVIEWER RECORD GENDER

- Male
- Female

(415)
1
2

Q22 Which of the following age bands do you fall into?

- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65+ years

Refused

(416)
1
2
3
4
5
6
7

SHOWCARD M

Q23 Which of these best describes your employment status right now?
SINGLE CODE

- Employee in full time job (30 hours plus a week)
- Employee in part time job (under 30 hours per week)
- Self-employed full or part time
- On a government supported training programme
- Full time education at school, college or university
- Unemployed and available for work
- Permanently sick / disabled
- Wholly retired from work
- Looking after the home
- Other (please specify) _____

Refused

(417)
1
2
3
4
5
6
7
8
9
Z

Q24 Can you tell me the occupation of the Chief Income Earner within the household?
(The Chief Income Earner is the member of the household with the largest income, whether from employment, pensions, state benefits, investments or any other source. This person can be of either sex.)

NOTE: IF CHIEF INCOME EARNER IS RETIRED OR REGISTERED UNEMPLOYED, ASK FOR PREVIOUS OCCUPATION

Job title _____

Position / Grade _____

- AB
- C1
- C2
- DE

Refused

(418)
1
2
3
4
5

Q25	Do you have any children aged 15 or under living in your household?	(420)
	Yes	1
	No	2
	Refused	3
Q26	Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? INCLUDES PROBLEMS RELATED TO OLD AGE	(421)
	Yes – limited a lot	1
	Yes – limited a little	2
	No	3
	Refused	4
SHOWCARD N		
Q27	Which of these best describes your ethnic origin? SINGLE CODE	(422)
	White British	1
	White Welsh	2
	White Irish	3
	White East European	4
	White other European	5
	Any other White background	6
	Caribbean	7
	African	8
	Any other Black background	9
	Indian	A
	Pakistani	B
	Bangladeshi	C
	Any other Asian background	D
	White and Black Caribbean	E
	White and Black African	F
	White and Asian	G
	Any other Mixed background	H
	Chinese	I
	Other (please specify) _____	J
	Refused	Z

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

Q28a Which of the following regions do you live in?
SINGLE CODE

- North East England
- Yorkshire & Humberside
- North West England
- West Midlands
- East Midlands
- East of England
- Greater London
- South East England
- South West England

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- A
- B
- C
- D
- X
- Z

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

Q28b Which of the following regions do you live in? **(WALES)**
SINGLE CODE

- North Wales
- Mid / West Wales
- South West Wales
- Valleys
- South East Wales

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- X
- Z

Q29 So we can map where visitors have come from, can I please have your postcode?
 Please be assured that this information will only be used for analysis purposes and will not be used to identify individuals.

ENSURE POSTCODE IS COLLECTED IN FULL WHERE POSSIBLE, OR AS MUCH OF POSTCODE AS RESPONDENT WILL PROVIDE . LEADING PART OF POSTCODE IS MOST IMPORTANT

(427)	(428)	(429)	(430)	(431)	(432)	(433)

Respondent Name:					
Address:					
Telephone number:					
THANK YOU FOR YOUR TIME - PROVIDE LEAFLET.					
<i>Interviewer Declaration:</i> I declare that I have conducted this interview face to face with the above named person (who is unknown to me) according to your instructions:					
Signature				Date of interview:	
				(435)(436)(437)(438)	
WRITE IN YOUR INTERVIEWER NUMBER →				(439)	(440)
				(441)	(442)
B01326-2	F.O.U (BACK CHECKS)		Accompanied	Yes 1 No 2	Supervisor signature

Appendix II

Explanation of social class categories

Social-class groupings are based on the occupation of the Head of Household (i.e. the chief income earner within the household). The following definition outlines the groupings used and the types of occupation included in each:

AB

Professionals, senior managers, middle management of large organisation, top management of small businesses.

C1

Junior management, owners of small establishments and all other non-manual positions.

C2

Skilled manual workers, manual workers with responsibility for other people.

DE

Semi-skilled and unskilled manual workers, apprentices and trainees to skilled workers, those dependent on state benefits, casual workers and those without regular income.

enquiries@beaufortresearch.co.uk
www.beaufortresearch.co.uk